



Sherwood Park Ringette Association  
P.O. Box 3001  
Sherwood Park, AB T8H 2T1

# Executive Board Meeting

## MP Activity Room

### December 10, 2024

### 6:30pm

## MEETING MINUTES

### INVITEES:

* President – Jessica Winship ✓	*Director of Player Development Ian Winship ✗	Past President Jessica Winship ✓
* Vice President Dan Stetic ✓	*Director of Coach Development Angela Kotyk ✗	Photo Coordinator Mireille Sieben ✓
* Secretary Jenny Rolph ✓	*Director of Officials Christine Pittman ✗	Tournament & Special Events Coordinator Kristy Penman ✓
* Treasurer Kevin Kotyk ✓	* Fundraising Lee Shalapay	Bingo Coordinator Mireille Sieben ✓
* Registrar Theresa Stewart ✓	* Evaluation Coordinator Mike Neville ✓	Website Coordinator Dayna Bond ✗
* U10 Director Paula Howard ✓	* Black Gold League Rep Amanda Forster	Open Division Liaison Katrina Connelly ✓
* U12 Director Jackie Day ✓	Ice Allocator Theresa Stewart ✓	Sponsorship/Marketing Anthony Gallace ✓
* U14 Director Ashley Byrne ✗	Equipment Director Luc Berube ✓	Social Media Coordinator Pam Kennerd ✓
* U16 Director Dana Gallace ✓	Active Start Coordinator Heather Jensen ✗	Admin Jileen Berube ✗
* U19 Director Leah McBride ✓	Goalie Development Coordinator David Williams ✓	
*AA Director Pam Kennerd ✓		*Voting Member ✗ ✓

### 1. Welcome, Introductions (As Needed) - President

### 2. Additions to Agenda – President

### 3. Adoption of Agenda – President

- Motion to Adopt: P Kennerd
- Seconded by: L McBride
- All in Favour: motion carried

### 4. Declaration of Conflict of Interest (Based on Agenda) - President

- None declared

### 5. Adoption of Meeting Minutes – President

- Motion to Adopt: P Kennerd
- Seconded by: L McBride
- All in Favour: motion carried

### 6. Agenda

- a. Action Items from Last Meeting - Jenny

- b. Platinum Ring Tournament Update - Kristy
- c. Fundraising Update (Raffle Tickets) - Lee
  - Raffle tickets will now support "Cash After Christmas" raffle - draw date March 1, 2025
  - Tickets should be out late January/early February to sell
- d. 2025 Spring/Summer Ice - Theresa
  - Discussion re schedules for spring ringette, peak, Learn To Play, Come Try Ringette and Evaluations. Have all spring and summer ice, spring and come try is scheduled, peak is scheduled for 8 weeks May 25 - July 14, 2025
- e. Post Evaluation Meeting - Dan/Mike
  - Post evaluation meeting held last week to go over action plan moving forward
  - Evaluation team is reviewing team selection and coach selection method, timing for next year - potential changes for UAA schedule.
  - Goal for Evaluation Committee: materials ready for June 1 when registration starts
- f. Mid-Season Survey Update - Dan/Dana
  - Sending out a survey mid year gives us an opportunity to course correct where we need to and provide positive reinforcement where we can, give valuable feedback to coaches so they can hear kudos and suggestions for improvement, and take action where required
  - Goal: Send out to membership the week of December 16, close survey with reminders early January
- g. Budget/Financial Update- Kevin
  - Brief discussion re: budget update.
  - Next Update: EOY
  - *\*flag for policy committee re: cost of refs including mileage - hard for teams to budget - goes through BGL online process - doesn't get back to managers - send ideas for improvement back to our BGL rep (Amanda) - send email to her for feedback*
- h. Business Case Proposal - Rebrand SPRA to Park Ringette - Anthony

#### **Key Benefits of the Rebrand**

##### **1. Improved Recognition and Clarity**

- **Moving away from an acronym:** Acronyms like "SPRA" are often unclear and lack immediate context, especially for individuals unfamiliar with ringette. A full name like "Park Ringette" explicitly communicates the sport and geographical identity. The first piece of feedback we heard after submitting our sponsorship proposal for feedback - no one knows what SPRA is.
- **Greater accessibility for newcomers:** Using descriptive language reduces confusion and ensures the brand is easily understood by those outside the existing community, including potential players, parents, and sponsors. Lots of kids and families were asking who we were during the Ardrossan Parade - in spite of the massive stick and ring on our float.

##### **2. Enhanced Apparel Branding**

- **Sport promotion through visibility:** Apparel with "Ringette" prominently displayed acts as a walking advertisement for the sport. It encourages conversations and raises awareness in the

community. We are still a fringe sport, but hundreds of athletes and their families are wearing our apparel - almost none of it says ringette

- **Inclusive messaging:** Highlighting the sport in branding signals pride and helps differentiate ringette from other sports like hockey, fostering a unique identity.

### 3. Alignment with Modern Branding Trends

- Many organizations are moving away from acronyms to simpler, more descriptive names (e.g., "Basketball Canada" instead of "CBF").
- A streamlined name like "Park Ringette" is contemporary and conveys a sense of professionalism, aiding in recruiting new players, securing sponsorships, and gaining media attention.

### 4. Supports Growth of a Fringe Sport

- **Breaking barriers of obscurity:** Ringette is less well-known than sports like hockey or soccer. Clear, explicit branding ensures that the name communicates the sport, drawing attention from people unaware of what "SPRA" represents.
- **Community outreach:** "Park Ringette" evokes a welcoming, community-oriented image that is inviting to potential members and supportive of grassroots growth efforts.

### 5. Strengthening Community Identity

- **Local pride:** The name "Park Ringette" reinforces ties to Sherwood Park while also being adaptable for broader outreach in the future, should the association grow.
- **Unity in simplicity:** The new name provides a cohesive identity that is easy for members, sponsors, and the community to rally behind.

### Conclusion

Switching from "SPRA" to "Park Ringette" is an investment in clarity, inclusivity, and growth. It aligns the association with modern branding practices, better communicates its mission, and positions Sherwood Park as a leader in promoting ringette. This rebrand will enhance visibility, attract new members, and ensure the sport continues to thrive for the next generation.

- Discussion re: re-branding and new logo - design competition.
  - Goal is to get a committee together of U12, U14, U16, U19 and Open players to evaluate Top 3-5 designs - let the players choose
  - Discussion re: sponsorship opportunities
  - Jerseys to be designed after a finalized logo is determined
  - Retain current SPRA logo with a 50th anniversary addition - looking at some options here to transition from current to new logo and retain/recognize the history
  - Timelines: end of March for jerseys - to get them ready for the next season
  - Committee is getting together monthly to meet deadlines
  - Get players to participate - call for volunteers on social media - draw for names if we get more interested than spots - 9 spots total
  - Final proposal logo - Jan or Feb meeting (aiming for this)
  - Motion to move forward with rebranding from SPRA to Park Ringette, based on business case submitted by jersey committee for the 2025 season: L McBride
  - Seconded by: P Kennerd
  - All in Favour: motion carried
- i. CAPT Concussion Protocol Proposal - Angela/Jessica
- Angela and Jessica looked at a tool that helps with concussion protocol

- Jessica will share with board members, arrange a demo if interest - walks through the process
- Same process being used by Edmonton Ringette Association
- \$3800 to implement for the yea
- Goal: make a decision at the Jan or Feb meeting
- Action for all: Let Jessica know if you are interested in seeing a demo

j. BGL updates - Amanda - no updates

k. Ringette Night @ Crusaders Game - Anthony

- Invited Feb 28 for women's sports night - featuring female athletes, offering 100 tickets, 1 captain on the ice - represent ringette on the ice
- Possibility of a shoot out during intermissions
- Get Ringette out there and increase awareness, further relationship with Crusaders
- Discussion re: board support of this partnership and participation
- Anthony will work out the details
- Ringette night at Oil Kings - Jan 25th

l. RAB Update - Jessica

- AA looking at centralized pool for AA tryouts - have met with AA Coaches and AA Director to inform feedback on the draft Terms of Reference. 19AA Head Coach and President to attend the meeting next week with RAB and North ringette associations, more information to come back at a later date as we learn more about what's being proposed.
- Looking at learn to play program and looking at implementing across the program - they got a grant to do this- Paula to share info with Carolyn and go from there

## 7. REPORTS BY EXECUTIVE MEMBERS

- **President** - Jessica Winship
- **Vice-President** - Dan Stetic
  - In camera discussion re: formal complaint received by SPRA.
- **Secretary** - Jenny Rolph
- **Treasurer** - Kevin Kotyk
- **Registrar** - Theresa Stewart
  - Discussion re: outstanding fees and outstanding CRC's
- **Ice Allocator** - Theresa Stewart
  - Hosting U14C, U16C, and Open A provincials
  - Session 2 schedule sent out
- **Active Start** - Heather Jensen (update provided by email)
  - Active Start General Info:
  - We currently have 51 amazing little players registered, split between 3 teams.
  - They are all working hard to learn the basic game play, while having a ton of fun.
  - All teams have decided to participate in outside tournaments,, as well as scrimmages against other teams in the area (and of course the Mini Platinum Ring).
  - Upcoming, Team managers have arranged a Christmas event where all 3 teams will have a chance to do some crafts, on-ice games and have scrimmages.
  - **Concerns:** Coaches are struggling a little with the one AS2 ice time being at SOC instead of back to back at Broadmoor like previous years, as this does not allow for the 2 teams to have as many scrimmages against each other as they have in past years.
  - **Upcoming in the new year:** We have also discussed doing a mock evaluation at the end of the season for those who will be moving up to U10 & will be figuring out the details of that after the Christmas chaos.
  - I have reached out to Theresa & will be arranging the learn to play/come try events in the spring, however don't have any details on those as of yet.
- **U10 Director** - Paula Howard
- **U12 Director** - Jackie Day
  - Warren Fuller recruited to head coach (previous SPRA AA Director) - meeting with him at the team next practice - Jackie supporting
  - U12 championships - not sure who is hosting
- **U14 Director** - Ashley Byrne
- **U16 Director** - Dana Gallace
  - Feedback from Dare to Care - really positive across the board, low attendance from some groups
  - Recommend to offer annually
  - Repooling went well
- **U19 Director** - Leah McBride
- **AA Director** - Pam Kennerd
  - Going well, goalie was out for a bit but now she's back
- **Open Division** - Katrina Connelly
  - Re-tiering, roster has decreased
  - Some associations have part time players/subs
  - Some associations have rosters of 25 players
  - Games are so late that some players don't go
- **Player Development Director** - Ian Winship (update provided by email)
  - Power skating with Debbie Klatt is complete. Feedback was positive. U19s had lower attendance but Debbie used a more customized approach which was well received. There was some interest in additional sessions for U10s and U12s, did some preliminary investigation but haven't followed up recently. It isn't clear if plans with clear instructions would be sufficient or if Debbie is needed. From a coaching perspective, it would be good to understand if the challenge is that coaches are not comfortable with skating instruction. Would detailed instruction materials help? At the younger ages, 25-50% of the practice should focus exclusively on power skating, but not sure how much guidance we as an association have provided.
  - Dare to Care - team sessions completed, feedback welcome. Perhaps a survey to follow.

- Dr. Rogerson mental performance sessions - was planning to schedule for Mondays in January, but wanted to give David time to set up some goalie initiatives without filling up athletes' schedules. Might therefore extend into February. Planning a format/scheduling similar to Dare to Care (i.e. by age group, up to 60 athletes per session), though I think AA will likely look at other mental training (many AA athletes have worked with Dr. R for years. Pam, can you confirm?)
- Wrist shot clinic for coaches - follow up for all coaches on January 10th. Would love suggestions on other ways to engage FC for development of coaches and players. More details on what is needed for power skating would be helpful.
- Other thoughts:
- Fully support devoting more budget to goalie development to support David's plans and engage external resources. Paying for individual training at goalie practices has a cost but will be well received. We have been under budget on goalies for the last few years.
- Support exploration of "Park Ringette" as a rebranding activity.
- Peak - We have the ice held, but will need to develop a strategy to gauge interest of athletes to participate and coaches to organize and deliver the sessions (as Angela and Ian will be stepping back). Future Champions is still interested in delivering, potentially a shorter session.
- **Coach Development Coordinator** - Angela Kotyk
- **Goalie Development Coordinator** - David Williams
  - Talked with KW - scheduling with U10 and U12's about getting excited about goal tending, 5 count and Heather are busy - no bandwidth.
  - True North goaltending out of Nisku has offered training \$2700 = 18 sessions
  - Concentrating on U14 and U19, working with Division Directors
  - Seminar for coaches \$150 for as many coaches as want to attend
  - Mindbuffs - in planning
  - More updates when we get back from holiday break
  - Potential for goalie power skating
  - Mesh schedules U14> U16, tie up with coaches from true north, goal tending with Kaylie
- **Director of Officials** - Christine Pittman
- **Black Gold League Rep** - Amanda Forster
- **Marketing/Sponsorship** - Anthony Gallace
- **Photo Coordinator** - Mireille Sieben
  - Got photo memory mats - first year complaints with photographer - charging \$5.00 shipping even though people are having to pick them up, following up.
- **Tournament Coordinator** - Kristy Penman
- **Evaluation Coordinator** - Mike Neville
  - Review skill shark - reviewing what we get/tutorials/additional services
  - Let Mike know if you are interested in a demo
- **Bingo Coordinator** - Mireille Sieben
  - Bingo Dec 1 and power went out (first time in 17 years), handled.
  - Sat Jan 25 - volunteers, 2 bingo's in Jan, 1 team and 1 for volunteers
  - Jan 11 team
- **Equipment Director** - Luc Berube
  - Will talk to Mike about pinnies for evaluations - add to Jersey order
- **Website Coordinator** Dayna Bond
- **Social Media** - Pam Kennerd
  - All is well
- Motion to Adjourn: M Neville at 9:20pm
- Seconded by: L McBride
- All in Favour: motion carried

**NEXT MEETING:**  
**January 14, 2024 | 6:30pm**

**8.     LIST OF MOTIONS**

<b>Motion</b>	<b>Made by</b>	<b>Seconded by</b>	<b>Outcome</b>
To adopt the agenda.	P Kennerd	L McBride	Carried
To adopt the meeting minutes.	P Kennerd	L McBride	Carried
Motion to move forward with rebranding to Park Ringette	P Kennerd	L McBride	Carried
To adjourn the meeting at 9:20pm	M Neville	L McBride	Carried